

Marlboro Economic Development Committee



SUPPORT OUR LOCAL BUSINESSES

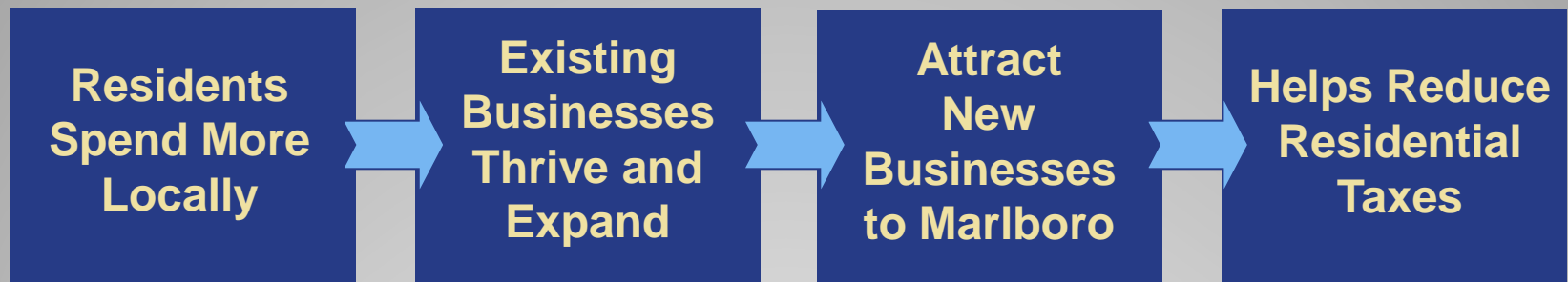
Current Tax Receipts Ratio:

- 92% Residential
- 8% Business

***Unacceptable ratio! Need increased commercial ratables.
How?***

- Correlation: spending locally: reduction in residential property taxes
- Goals of ***Shop Marlboro!*** Campaign:
 - Create a “Mindset” to keep purchasing dollars in Marlboro
 - Educate residents as to types of businesses in Town

Overview



Sustained Commitment Critical!

Shop Marlboro! Mission

- Informational Meeting with Business Owners (TBD)
- Advertising Support by Township and Local Media (ongoing)
- Launch Promotion (ongoing)
- Launch Date (May 21)
- Scavenger Hunt contest (May 21–30)



Shop Marlboro! Launch Timeline



Photos courtesy of Stephen Dick, Marlboro Contents

2010 Business Information Meeting

Last year over 100 Marlboro-based businesses attended



Swag Bag!

- Deeply discounted advertising! (2010 participation, 2011 to be confirmed)
 - *Asbury Park Press*
 - *News Transcript*
 - *Living in Marlboro*
 - *Marlboro Contents*
 - *Marlboro Matters*
 - *Route 9 Shopper*
 - *Shopaholic*
- Marlboro Business Directory on Township website
- ***Shop Marlboro!*** logo usage
- Scrolling Promotions Gallery on Township website

Advertising Support to Businesses

- Week-long “*Black Friday*” in Marlboro!
- Incredible sales and promotions!
 - Deeply discounted goods and services
 - Special promotions
 - Free professional consultations
 - Complimentary sports lessons
 - Much more!

Great \$\$ Deals!!!

- Signage/Billboard
- Scavenger hunt
- Town Council Meetings
- Channel 77
- *Shop Marlboro!* email alerts
- Media
- Social networking
- Fliers

Creating “Buzz!”



Marlboro Contents

The Official Newsletter of Marlboro Township

APRIL 2010

AROUND TOWN HALL

Marlboro Township Town Council Meeting Highlights

March 4, 2010

Mayor Jonathan Hornik appointed former Councilman Steve Rosenthal as an Honorary Deputy Mayor. In making this appointment the Mayor highlighted Steve's business experience and his on-going role in assisting the financial planning process. Steve was formerly the Marlboro Township Council President in 2009. He had decided not to run for re-election, but has offered to remain involved in assisting the administration.

March 18, 2010

State Senator Jennifer Beck visited Marlboro Township to brief the Town Council on the recently released NJ State budget and its impact on Marlboro.

Mayor Hornik voiced his concern over the deep cuts being made by the State, and its possible effect on the residents of Marlboro Township.

Rabies Clinic

Free Rabies Clinic
Saturday April 24th
10:00 A.M. - 12:00 P.M.

Marlboro Township Municipal Complex
Marlboro Township Public Works
Garage
Marlboro, NJ 07746

COMING MAY 22ND!



Spring Bulk Pick-Up

The annual community curbside spring clean up of household refuse will take place as scheduled below. Be sure to note the items that will not be accepted.



The Annual TAC Update to the Town Council

On March 18th, ten TAC members presented TAC's 2009 Accomplishments and 2010 Goals to the Marlboro Town Council. Richard Biese, TAC liaison to the Town Council opened the presentation to the over 75 people in attendance. Presentations followed from Alec Leck, Spencer King, Aaron Knout, Anna Cerretti, Jacob Metzger, Zach Winnegrad, Samantha Hirsch, Steven Goldberg and Gregory Doukas.

Some of TAC's 2009 "Do Good" Accomplishments:

- Senior Computer and Cell Phone Training
- 60 TAC members conducted 40 free computer and cell phone training sessions for Marlboro's senior residents
- WI of Assisted Living Facilities
- 42 TAC members visited 3 assisted living facilities on 13 occasions to play the WI with the residents
- 23 TAC volunteers were "Buddies" for children with special needs working with 3 Recreation Especially for Challenged Kids (RECK) programs, each 6 to 8 weeks in duration
- Marlboro Alliance for the Prevention of Substance Abuse Events
- Over 40 TAC members helped with the Alliance's 6th and 7th Grade dances and swim party.

Some "Special Projects" for TAC in 2009 included:

- PROJECT PORCHLIGHT - 135 TAC VOLUNTEERS DELIVERED OVER 3000 ENERGY EFFICIENT COMPACT FLUORESCENT LAMP (CFL) BULBS TO MARLBORO RESIDENCES
- THE COLLECTION OF PERSONAL ITEMS FOR OUR TROOPS IN IRAQ AND BY JOHN USALONCE AND RYAN HENRY
- ASSISTING WITH THE COLLECTION OF BOOKS FOR A SCHOOL IN AFRICA LED BY BANGI LARI
- ANNUAL COAT DRIVE DELIVERING OVER 350 COATS TO AN ORPHANAGE IN AFGHANISTAN
- TAC TEAMING UP WITH THE MARLBORO ALLIANCE FOR THE PREVENTION OF SUBSTANCE ABUSE TO HELP COLLECT OVER 30 PINTS OF BLOOD FOR THE RED CROSS BLOOD DRIVE

TAC's Free Job Listing Service was outlined. Zach Winnegrad described how TAC visited over 200 businesses and gathered 25 job listings providing 10 Marlboro teens with employment and 7 Marlboro establishments with great employees. He shared that he found a job through the TAC job listings himself and credited his TAC experience for helping him with his confidence and presentation skills. The jobs listing site is a free service provided by the Marlboro Township Economic Development Committee and TAC. It helps local businesses list part-time and summer job opportunities targeting Marlboro's talented teen work force. If you're a Marlboro business with a listing, please visit <http://marlboro-nj.gov/teen-classifieds.html> for more info.

TAC looks forward to continuing to "Do Good" in 2010 and beyond and we are always looking for new proactive members who are between 13 and 18 years old. Please visit <http://marlboro-nj.gov/TAC.html> for more information about TAC and how to join. Our next meeting as a group or large will take place at 8:15pm on Thursday, April 29th in the Municipal Building Courtroom. We look forward to seeing you there.

THE CONTENTS IN CONTENTS

AROUND TOWN HALL

Read some of what has happened, is happening, or is about to happen in Marlboro Township.



Shop Marlboro! GETTING CLOSER

Before you know it, the biggest shopping day of the year (at least in Marlboro NJ) will be upon us. The launch of *Shop Marlboro!* is just a few weeks away on Saturday May 22, 2010, and our Mayor and Town's Economic Development Committee (EDC) have been hard at work to ensure the success of the Township's roll-out of its major marketing initiative in support of local business and to reduce property taxes.

Following its successful informational meeting on March 4, 2010, which was attended by over 110 of the Town's local businesses, the EDC has been generating excitement for the big day and working with local businesses to ensure that the launch is a hit.

According to EDC Director Larry Rosen, who is also a Deputy Mayor in Marlboro, "The *Shop Marlboro!* initiative requires a sustained commitment by all of Marlboro's residents to all of Marlboro's local businesses. In return, Marlboro residents will see stabilization in the municipal portion of their residential property taxes."

Mayor Jonathan Hornik looks at this program as being a local version of the annual "Black Friday" economic stimulus. "If the residents of Marlboro Township support our local businesses by purchasing goods and services from Marlboro-based businesses year-round, then these businesses will show their appreciation by offering significant discounts."

Marlboro CONTENTS will continue to provide program news each month in this column. Keep up with the excitement as we get closer to May 22nd.

For more information about the launch of *Shop Marlboro!*, contact Deputy Mayor Rosen at 332-5336-0200 or visit the EDC's website at <http://www.marlboro-nj.gov/economic-development/index>.



Be on the lookout - Mayor Jon Hornik and the Marlboro Township Economic Development Committee (EDC) are kicking off the Town's *Shop Marlboro!* campaign on May 22, 2010.

During the week of May 22-30, residents are encouraged to make at least one purchase from a Marlboro business where you have not previously purchased. A sustained commitment to Marlboro-based businesses will help stabilize the municipal portion of everyone's residential property taxes!

To support the fun, the EDC is sponsoring a *Shop Marlboro! 'til You Drop* contest. It's fun and easy to win...

Each shopper with the most receipts from Marlboro-based businesses during this time period wins!

Take part in the *Shop Marlboro! 'til You Drop* Campaign!!!

You can find contest rules and additional information on the Marlboro Township Web Site:
<http://www.marlboro-nj.gov/>

2010 OPENING DAY
Saturday, April 10, 2010

Schedule of Events

Parade of Teams
Begins at 10am sharp

Opening Day Barbecue
Uncle Philly's Famous Cheesesteaks
(tickets will be available for purchase throughout the day)

Softball and Baseball Activities
5s-7s, 5s-8s Softball - Wiffle Ball Games
8s-12s, 9s-12s Softball, Juniors, Seniors - Team Hitting Contest
(starting at the conclusion of the parade)

Local Promotion

Billboard on Rt. 79

**Shop
Marlboro!**

SUPPORT OUR LOCAL BUSINESSES

**SHOP IN TOWN...MAKE PROPERTY TAXES
GO DOWN**

**Visit us at www.marlboro-nj.gov for more
information**



Scavenger Hunt to Win Valuable Prizes Donated by Marlboro-based Businesses

- Scavenger hunt prizes
- Winners notified by mid-June 2011
- Contest rules, prizes, and additional information at www.marlboro-nj.gov
- Residents encouraged to visit a Marlboro business they have not previously visited

Scavenger Hunt Contest
May 21 – May 30, 2011

Shop Marlboro!
Help reduce your taxes

